

Dienger, Whitney

#55558 VS

From: Jacobs, Sarah
Sent: Wednesday, September 26, 2012 10:44 AM
To: McCullah, Darren
Cc: Dienger, Whitney
Subject: FW: Mandel mkgd WKRC

I'm putting through a Mandel mkgd for tomorrow.
Please see correspondence below to run current copy.

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Wednesday, September 26, 2012 10:43 AM
To: Jacobs, Sarah
Subject: RE: Mandel mkgd WKRC

Yes, that's fine....

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Wednesday, September 26, 2012 10:43 AM
To: Whitney Eversole
Subject: RE: Mandel mkgd WKRC

Can we run the current copy that we have?
Hoping the new stuff will start with it tomorrow!

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Wednesday, September 26, 2012 10:41 AM
To: Jacobs, Sarah
Subject: RE: Mandel mkgd WKRC

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Wednesday, September 26, 2012 10:38 AM
To: Whitney Eversole
Subject: Mandel mkgd WKRC

9/26/2012

Importance: High

N/A 1x 7-8am on 9/24 @\$125.

Mkgd STP tomorrow ~~9/26~~ 9/27/2012

Please confirm.

If approved, do we have copy?

Thanks

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

9/26/2012

Spot Manager: All, 09/12/12-09/27/12

| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Descripti | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|-------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|-------------------------|------------|----------|--------|----|

Advertiser: Josh Mandel fo OHio US Senate

Agency: Strategic Media Placement

Station: WKRC-TV

Order: 55558

Line: 1

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|--------|-----------------------|-----------------------|----------------|------|-----|------------|-----|
| 09/12/12 | Wednesday | 5:40:44 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/14/12 | Friday | 5:54:48 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/17/12 | Monday | 5:54:23 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/19/12 | Wednesday | 5:40:23 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/20/12 | Thursday | 5:27:55 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/21/12 | Friday | 5:38:52 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/24/12 | Monday | 5:54:47 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/25/12 | Tuesday | 5:43:22 AM | :30 | \$200.00 | TVGENN | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| | | | | | | | | | | | 8 | |
| | | | | | | | | | | | \$1,600.00 | |

Line: 2

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|--------|-----------------------|-----------------------|----------------|------|-----|------------|-----|
| 09/12/12 | Wednesday | 5:09:44 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/13/12 | Thursday | 5:29:47 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/14/12 | Friday | 5:13:19 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/17/12 | Monday | 5:13:01 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/18/12 | Tuesday | 5:13:37 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/19/12 | Wednesday | 5:23:22 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/20/12 | Thursday | 5:22:19 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/21/12 | Friday | 5:08:22 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/24/12 | Monday | 5:14:20 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 9 | LSM |
| 09/25/12 | Tuesday | 5:09:38 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:00:00 AM-6:30:00 A | 2680 OH US SEN | 2680 | P-3 | 10 | LSM |
| | | | | | | | | | | | 10 | |
| | | | | | | | | | | | \$2,500.00 | |

Line: 3

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|--------|-----------------------|-----------------------|----------------|------|-----|------------|-----|
| 09/12/12 | Wednesday | 5:58:40 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/13/12 | Thursday | 5:53:58 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/14/12 | Friday | 5:37:39 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/17/12 | Monday | 5:39:15 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/18/12 | Tuesday | 5:45:08 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/19/12 | Wednesday | 5:43:04 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/20/12 | Thursday | 5:53:32 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/21/12 | Friday | 5:52:59 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/24/12 | Monday | 5:50:36 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 9 | LSM |
| 09/25/12 | Tuesday | 5:51:49 AM | :30 | \$250.00 | TVGENN | 6a Good Morn Cincinna | (6:30:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 10 | LSM |
| | | | | | | | | | | | 10 | |
| | | | | | | | | | | | \$2,500.00 | |

Line: 4

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|--------|-----------------------|-----------------------|----------------|------|-----|----|-----|
| 09/12/12 | Wednesday | 7:59:25 AM | :30 | \$125.00 | TVGENN | CBS This Morning | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/14/12 | Friday | 7:58:25 AM | :30 | \$125.00 | TVGENN | CBS This Morning | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/17/12 | Monday | 7:58:54 AM | :30 | \$125.00 | TVGENN | CBS This Morning | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/18/12 | Tuesday | 7:55:19 AM | :30 | \$125.00 | TVGENN | CBS This Morning | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/21/12 | Friday | 9:21:24 AM | :30 | \$350.00 | TVGENN | M-F 9a-10a | 9a-10a | 2680 OH US SEN | 2680 | P-2 | 10 | LSM |
| 09/21/12 | Friday | 9:14:48 AM | :30 | \$500.00 | TVGENN | 5a Good Morn Cincinna | (5:00:00 AM-5:30:00 A | 2680 OH US SEN | 2680 | P-2 | 9 | LSM |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/12/12-09/27/12

| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Descripti | Estimate # | Priority | Spot # | AE |
|---|-----------|-----------|--------|------------|--------|-----------------------|-----------------------|-------------------------|------------|----------|--------|-----|
| Advertiser: Josh Mandel fo OHio US Senate | | | | | | | | | | | | |
| Agency: Strategic Media Placement | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 55558 | | | | | | | | | | | | |
| Line: 4 | | | | | | | | | | | | |
| 09/21/12 | Friday | :29:23 AM | :30 | \$350.00 | TVGENN | M-F 10a-11a | 10a-11a | 2680 OH US SEN | 2680 | P-2 | 11 | LSM |
| 09/25/12 | Tuesday | :28:54 AM | :30 | \$125.00 | TVGENN | CBS This Morning | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/27/12 | Thursday | | :30 | \$125.00 | TVGENN | CBS This Morning | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 12 | LSM |
| | | | | | | | | | | | 9 | |
| Line: 5 | | | | | | | | | | | | |
| 09/15/12 | Saturday | :29:15 AM | :30 | \$125.00 | TVGENN | 6a-8a Local 12 News S | (6:00:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/22/12 | Saturday | :22:09 AM | :30 | \$125.00 | TVGENN | 6a-8a Local 12 News S | (6:00:00 AM-7:00:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | 2 | |
| Line: 6 | | | | | | | | | | | | |
| 09/15/12 | Saturday | :41:30 AM | :30 | \$125.00 | TVGENN | 6a-8a Local 12 News S | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/22/12 | Saturday | :09:52 AM | :30 | \$125.00 | TVGENN | 6a-8a Local 12 News S | (7:00:00 AM-8:00:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | 2 | |
| Line: 7 | | | | | | | | | | | | |
| 09/15/12 | Saturday | :24:27 AM | :30 | \$150.00 | TVGENN | CBS This Morning Satu | 8a-10a | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/22/12 | Saturday | :29:24 AM | :30 | \$150.00 | TVGENN | CBS This Morning Satu | 8a-10a | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | 2 | |
| Line: 8 | | | | | | | | | | | | |
| 09/13/12 | Thursday | :28:48 AM | :30 | \$250.00 | TVGENN | The Price is Right | 11a-12p | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/20/12 | Thursday | :28:57 AM | :30 | \$250.00 | TVGENN | The Price is Right | 11a-12p | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| | | | | | | | | | | | 2 | |
| Line: 9 | | | | | | | | | | | | |
| 09/12/12 | Wednesday | :09:03 PM | :30 | \$250.00 | TVGENN | Local 12 News at Noon | 12p-1230p | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/14/12 | Friday | :09:29 PM | :30 | \$250.00 | TVGENN | Local 12 News at Noon | 12p-1230p | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/18/12 | Tuesday | :27:24 PM | :30 | \$250.00 | TVGENN | Local 12 News at Noon | 12p-1230p | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/20/12 | Thursday | :07:12 PM | :30 | \$250.00 | TVGENN | Local 12 News at Noon | 12p-1230p | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/24/12 | Monday | :21:25 PM | :30 | \$250.00 | TVGENN | Local 12 News at Noon | 12p-1230p | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/25/12 | Tuesday | :23:35 PM | :30 | \$250.00 | TVGENN | Local 12 News at Noon | 12p-1230p | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| | | | | | | | | | | | 6 | |
| Line: 10 | | | | | | | | | | | | |
| 09/12/12 | Wednesday | :29:28 PM | :30 | \$200.00 | TVGENN | Soap Rotator | 1230p-2p | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/14/12 | Friday | :28:42 PM | :30 | \$200.00 | TVGENN | Soap Rotator | 1230p-2p | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/15/12 | Saturday | :03:18 XM | :30 | \$200.00 | TVGENN | Bengals Nation | 1135p-1205a | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/16/12 | Sunday | :57:54 PM | :30 | \$250.00 | TVGENN | Sun 1135p-1205a | 1135p-1205a | 2680 OH US SEN | 2680 | P-3 | 9 | LSM |
| 09/16/12 | Sunday | :10:40 XM | :30 | \$800.00 | TVGENN | 11p Sa-Su Local 12 Nw | (11:35:00 PM-12:05:00 | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/16/12 | Sunday | :26:43 PM | :30 | \$1,600.00 | TVGENN | Sun Spec | (10:30:00 PM-11:30:00 | 2680 OH US SEN | 2680 | P-4 | 6 | LSM |
| 09/16/12 | Sunday | :40:04 XM | :30 | \$100.00 | TVGENN | Sun 1205a-105a | (12:30:00 XM-1:30:00 | 2680 OH US SEN | 2680 | P-3 | 10 | LSM |
| 09/19/12 | Wednesday | :29:11 PM | :30 | \$200.00 | TVGENN | Soap Rotator | 1230p-2p | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/25/12 | Tuesday | :28:57 PM | :30 | \$200.00 | TVGENN | Soap Rotator | 1230p-2p | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| | | | | | | | | | | | 9 | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/12/12-09/27/12

| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Josh Mandel fo OHio US Senate

Agency: Strategic Media Placement

Station: WKRC-TV

Order: 55558

Line: 11

| | | | | | | | | | | | | |
|----------|--------|------------|-----|----------|--------|-----------------|-----------------------|----------------|------|-----|----------|-----|
| 09/23/12 | Sunday | 9:07:18 AM | :30 | \$225.00 | TVGENN | CBS Sun Morning | (9:00:00 AM-9:30:00 A | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | 1 | |
| | | | | | | | | | | | \$225.00 | |

Line: 12

| | | | | | | | | | | | | |
|----------|--------|------------|-----|----------|--------|-----------------|----------------------|----------------|------|-----|----------|-----|
| 09/23/12 | Sunday | 9:45:01 AM | :30 | \$225.00 | TVGENN | CBS Sun Morning | (9:30:00 AM-10:00:00 | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | 1 | |
| | | | | | | | | | | | \$225.00 | |

Line: 13

| | | | | | | | | | | | | |
|----------|--------|------------|-----|----------|--------|-----------------|-----------------------|----------------|------|-----|----------|-----|
| 09/16/12 | Sunday | 9:07:09 AM | :30 | \$225.00 | TVGENN | CBS Sun Morning | (10:00:00 AM-10:30:00 | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/23/12 | Sunday | 9:55:31 AM | :30 | \$225.00 | TVGENN | CBS Sun Morning | (10:00:00 AM-10:30:00 | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | \$450.00 | 2 |

Line: 14

| | | | | | | | | | | | | |
|----------|--------|------------|-----|----------|--------|-----------------|-----------|----------------|------|-----|----------|-----|
| 09/16/12 | Sunday | 9:28:57 AM | :30 | \$225.00 | TVGENN | Face the Nation | 1030a-11a | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/23/12 | Sunday | 9:59:27 AM | :30 | \$225.00 | TVGENN | Face the Nation | 1030a-11a | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | \$450.00 | 2 |

Line: 15

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|------------|--------|-------------------------|-----------------------|----------------|------|-----|-------------|-----|
| 09/12/12 | Wednesday | 5:07:03 PM | :30 | \$350.00 | TVGENN | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 P | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/16/12 | Sunday | 2:58:32 PM | :30 | \$9,000.00 | TVGENN | Bengals vs Cleveland | (1:00:00 PM-4:00:00 P | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/18/12 | Tuesday | 4:37:22 XM | :30 | \$25.00 | TVGENN | 430-5a News | 430a-5a | 2680 OH US SEN | 2680 | P-4 | 8 | LSM |
| 09/19/12 | Wednesday | 4:42:36 XM | :30 | \$25.00 | TVGENN | 430-5a News | 430a-5a | 2680 OH US SEN | 2680 | P-4 | 7 | LSM |
| 09/19/12 | Wednesday | 5:06:22 PM | :30 | \$350.00 | TVGENN | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 P | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/20/12 | Thursday | 5:07:32 PM | :30 | \$350.00 | TVGENN | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 P | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/24/12 | Monday | 5:28:22 PM | :30 | \$350.00 | TVGENN | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 P | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| | | | | | | | | | | | \$10,450.00 | 7 |

Line: 16

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|--------|-------------------------|-----------------------|----------------|------|-----|------------|-----|
| 09/12/12 | Wednesday | 5:36:28 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/13/12 | Thursday | 5:51:40 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/14/12 | Friday | 5:37:12 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/17/12 | Monday | 5:57:39 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/18/12 | Tuesday | 5:53:05 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/19/12 | Wednesday | 5:42:41 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/20/12 | Thursday | 5:53:41 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/21/12 | Friday | 5:56:40 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/24/12 | Monday | 5:52:10 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 9 | LSM |
| 09/25/12 | Tuesday | 5:38:29 PM | :30 | \$400.00 | TVGENN | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | 2680 OH US SEN | 2680 | P-3 | 10 | LSM |
| | | | | | | | | | | | \$4,000.00 | 10 |

Line: 17

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|--------|-------------------------|---------|----------------|------|-----|---|-----|
| 09/12/12 | Wednesday | 5:10:21 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/13/12 | Thursday | 5:27:33 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/14/12 | Friday | 5:27:56 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/17/12 | Monday | 5:28:10 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/12/12-09/27/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Josh Mandel fo OHio US Senate

Agency: Strategic Media Placement

Station: WKRC-TV

Order: 55558

Line: 17

| | | | | | | | | | | | | |
|----------|-----------|-----------|-----|----------|--------|-------------------------|---------|----------------|------|-----|------------|-----|
| 09/18/12 | Tuesday | :27:47 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/19/12 | Wednesday | :27:11 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/20/12 | Thursday | :29:11 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/21/12 | Friday | :12:19 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/24/12 | Monday | :27:15 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 9 | LSM |
| 09/25/12 | Tuesday | :29:16 PM | :30 | \$500.00 | TVGENN | 6p Local 12 News at Six | 6p-630p | 2680 OH US SEN | 2680 | P-3 | 10 | LSM |
| | | | | | | | | | | | \$5,000.00 | 10 |

Line: 19

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|----------|----------|-------------|-----|----------|--------|--------------|-----------------------|----------------|------|-----|----------|-----|
| 09/15/12 | Saturday | :1:38:38 PM | :30 | \$600.00 | TVGENN | SEC Football | (3:30:00 PM-7:00:00 P | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| | | | | | | | | | | | \$600.00 | 1 |

Line: 20

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|----------|-----------|-----------|-----|----------|--------|-----------------------|-----------|----------------|------|-----|------------|-----|
| 09/12/12 | Wednesday | :26:04 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/13/12 | Thursday | :32:59 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| 09/14/12 | Friday | :30:24 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 3 | LSM |
| 09/17/12 | Monday | :30:36 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 4 | LSM |
| 09/18/12 | Tuesday | :20:59 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 5 | LSM |
| 09/19/12 | Wednesday | :13:16 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 6 | LSM |
| 09/20/12 | Thursday | :30:59 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 7 | LSM |
| 09/21/12 | Friday | :24:21 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 8 | LSM |
| 09/24/12 | Monday | :26:06 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 9 | LSM |
| 09/25/12 | Tuesday | :23:33 PM | :30 | \$800.00 | TVGENN | 11p M-F Local 12 News | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 10 | LSM |
| | | | | | | | | | | | \$8,000.00 | 10 |

Line: 21

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|----------|----------|-----------|-----|----------|--------|-----------------------|-----------|----------------|------|-----|------------|-----|
| 09/15/12 | Saturday | :29:57 PM | :30 | \$800.00 | TVGENN | 11p Sa-Su Local 12 Nw | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 1 | LSM |
| 09/22/12 | Saturday | :33:57 PM | :30 | \$800.00 | TVGENN | 11p Sa-Su Local 12 Nw | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | \$1,600.00 | 2 |

Line: 22

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|----------|--------|-----------|-----|----------|--------|-----------------------|-----------|----------------|------|-----|-------------|-----|
| 09/23/12 | Sunday | :27:41 PM | :30 | \$800.00 | TVGENN | 11p Sa-Su Local 12 Nw | 11p-1135p | 2680 OH US SEN | 2680 | P-3 | 2 | LSM |
| | | | | | | | | | | | \$800.00 | 1 |
| | | | | | | | | | | | \$46,900.00 | 107 |
| | | | | | | | | | | | \$46,900.00 | 107 |
| | | | | | | | | | | | \$46,900.00 | 107 |
| | | | | | | | | | | | \$46,900.00 | 107 |
| | | | | | | | | | | | \$46,900.00 | 107 |
| | | | | | | | | | | | \$46,900.00 | 107 |

[Filtered by:] [Sorted by: Station]